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TSG Networks Capitalizes on x360 Platform with a Tech Stack Anchored by x360Recover and x360Sync

TSG Networks is a California-based managed service provider (MSP) committed to supplying superior customer service employing the most advanced computer technologies. Serving small to medium-sized businesses (SMBS), this sibling-owned MSP has been using Axcient's x360Recover backup and disaster recovery (BDR) solution since their previous vendor went out of business in 2014. Since then, they've found trust and confidence in Axcient's partner-centric support and solutions. Now expanding their Axcient solutions suite, President, Gloria Burt, is finding new ways to protect, serve and add value to her clients.

> " The biggest reason we signed up with Axcient was their program seemed the most partner-centric. There are always people from the Axcient team available to help you at every step of the way, and when you have an issue.

– Gloria Burt, President at TSG Networks

When TSG's original BDR solution, Zenith Infotech, closed their doors in 2014, Gloria had to explore new options. Axcient stood out as one of the only channel-specific vendors at the time and after becoming partners, Gloria and TSG was happy with the level of support they received. Since then, most of TSG's clients are using Axcient's x360Recover BDR solution, but some remain on StorageCraft, which they no longer offer. The differences in ease-of-use, support and technology have highlighted the benefits of x360Recover, especially the elimination of manual reseeding. After years of positive interactions with Axcient, TSG recently added x360Sync, Axcient's cloud collaboration solution, to their stack as well. Not only is it easy for all end users to implement and use, but Gloria has found added value in using it as a disaster recovery tool. Both solutions are impacting TSG's bottom line by increasing tech-efficiency, emphasizing benefits in addition to functionality, and providing a positive user experience for techs, partners, and end users.

> " We're utilizing x360Sync in ways that maybe people aren't thinking about. Having a file sync and share product that is more than just file secure makes it really attractive to clients. The fact that it is compliant is another big thing to focus on because it's absolutely necessary for those clients.

– Gloria Burt, President at TSG Networks

THE PROBLEM:

- Lengthy vendor support processes that require long wait times create a loss in productivity.
- Not all disaster recovery solutions are compliant with the EU's new GDPR requirements.
- File sync and share solutions that involve a lot of training aren't conducive for end users.

THE SOLUTION:

- Channel-only vendors like Axcient are partner-centric and can typically be reached with one phone call.
- Axcient's solutions are compliant with GDPR standards, as well as a number of other regulatory agencies.
- Axcient's x360Sync is easy to use, doesn't require much education and is quickly adopted by end users.

THE RESULTS:

- TSG uses X360Sync as a disaster recovery product in addition to x360Recover. They now have x360Sync backing up C Drives and doing file backups and synchronization nightly. In California, where power outages are pretty normal, TSG is still able to give clients file access with x360Sync, and have peace of mind with x360Recover.

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Bdr Tech-efficiency Adds Value for Both MSPs and Clients

Gloria admits to being resistant when other TSG leadership suggested moving away from StorageCraft's BDR solution. "The biggest reason I didn't want to move is because of the training and lead time to get up to speed." Fortunately, Gloria found Axcient to be much more responsive than StorageCraft which alleviated her fears. "The Axcient team are a lot more accessible than StorageCraft. If you have a question for StorageCraft you have to write a novel to get someone to call you. Support is one of the biggest areas we worry about, but with Axcient it's been great."

In addition to responsive support, Gloria was thrilled at the opportunity to eliminate reseeding. She remembers the first time she didn't have to reseed, describing it as "sheer joy." Gloria goes on to explain how this benefit was passed on to clients. "Not having those reseeds has really given us the opportunity to improve our quarterly security audits. To satisfy audit requirments, we now do a restore and then send that information to the client every 90 days. We can show that their x360Recover has been tested and is in good shape. It gives us time to take a breath and the support has been just stellar. It's been really easy."

With the simplicity and proprietary technology used in x360Recover, TSG has also increased productivity, being able to do more with less. Gloria says, "Because the product is a lot easier to negotiate than StorageCraft, less technician expertise is required to work on it. It really reduces our cost to have everybody on my help desk be able to restore a file – which wasn't always true with StorageCraft. If there's an emergency, we have a lot of people that can deal with it for a lot less money than with StorageCraft."

User-friendly x360Sync Doubles as a Disaster Recovery Product

After building their rapport and relationship with Axcient through the x360Recover partnership, Gloria and her team had confidence in brining on more Axcient solutions. They were specifically looking to mitigate user complaints with file sync and share. TSG had used FTP, SFTP, SharePoint and Ignyte but their clients' end users were never happy with the training and education necessary. "When we started using x360Sync it was like night and day. We implemented it for 50-60 users in the midst of doing an Office 365 migration and we barely heard a peep from anybody." Gloria was used to regularly hearing issues around file sharing, but with x360Sync, "users can give guest access to be able to transfer files and everyone learned how to do it really easily with barely any training."

Gloria also touts the fact that x360Sync is one of the few products compatible with the European Union's General Data Protection Regulation. Additionally, x360Sync has been able to pass all of the required compliance tests for their client in Washington, D.C., where regulations are most stringent.

x360Sync really amazed Gloria when she discovered what else it could do. "We decided to use x360Sync as a disaster recovery product. In addition to x360Recover BDR, we now have x360Sync backing up C Drives and doing file backups and synchronizations nightly." Being in California, where power outages are pretty normal, TSG is still able to give clients file access with x360Sync. Gloria explains, "We've had six to eight hours without power and everyone was still able to collect their files which was really exciting."

> **Users really took to x360Sync immediately and thought it was a lot easier to use than Ignyte. They were up and running in days. The teaching time is so small compared to Ignyte.**
>
> – Gloria Burt, President at TSG Networks

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